

AMENDMENTS TO CLAIMS

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Claim 1 (original): An advertising control method comprising:

receiving an advertisement identification message (AIM) at a first mobile device;

sending the AIM from the first mobile device to a content display unit (CDU) and storing the AIM in the CDU;

selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored in the CDU; and

displaying the selected content item on the CDU.

Claim 2 (original): The method according to claim 1 and wherein the sending the AIM from the first mobile device to the CDU comprises secure sending.

Claim 3 (currently amended): The method according to claim 1 ~~or claim 2~~ and wherein the content item comprises an advertisement.

Claim 4 (currently amended): The method according to claim 1 ~~or claim 2~~ and wherein the content item comprises at least one of the following:

music;

a music video;

an interactive game; and

video content.

Claim 5 (original): The method according to claim 1 and also comprising:

after the displaying, marking the at least one AIM stored on the CDU as used.

Claim 6 (original): The method according to claim 1 and also comprising:

after the displaying, deleting the at least one stored AIM from the CDU.

Claim 7 (original): The method according to claim 1 and also comprising:  
deleting the at least one AIM from the first mobile device.

Claim 8 (original): The method according to claim 1 and also comprising:  
registering the first mobile device on the CDU.

Claim 9 (original): The method according to claim 1 and wherein:  
the selecting is also based, at least in part, on at least one AIM  
received at the CDU from a second mobile device, the second mobile device not  
being registered on the CDU.

Claim 10 (original): The method according to claim 1 and wherein:  
the selecting is performed without regard to at least one AIM  
associated with a second mobile device, the second mobile device not being  
registered on the CDU.

Claim 11 (currently amended): The method according to ~~either~~ claim 8 ~~or~~  
~~claim 9~~ and also comprising:  
sending at least one AIM from the first mobile device registered on  
the CDU when the mobile device is in the proximity of the CDU.

Claim 12 (original): The method according to claim 11 and wherein the sending  
the at least one AIM from the first mobile device registered on the CDU comprises  
secure sending.

Claim 13 (original): The method according to claim 1 and also comprising:  
querying a user of the mobile device to authorize sending at least  
one AIM from the first mobile device to the CDU; and  
performing the sending only upon receipt of a positive answer to the  
querying.

Claim 14 (original): The method according to claim 13 and wherein the sending performed upon receipt of a positive answer to the querying comprises secure sending.

Claim 15 (original): The method according to claim 1 and also comprising:  
registering the first mobile device on a plurality of CDUs.

Claim 16 (original): The method according to claim 8 and wherein the registering comprises using a public key authentication scheme.

Claim 17 (original): The method according to claim 16 and also comprising:  
entering personal user information during the registering.

Claim 18 (original): The method according to claim 17 and also comprising:  
encrypting the personal user information.

Claim 19 (original): The method according to claim 1 and also comprising:  
after the receiving, performing a security check on the AIM.

Claim 20 (original): The method according to claim 19 and wherein:  
the security check comprises verifying a digital signature.

Claim 21 (original): The method according to claim 8 and also comprising:  
unregistering the first mobile device on the CDU.

Claim 22 (currently modified): The method according to claim 15 [[21]] and also comprising:  
unregistering the first mobile device on at least one of the plurality of CDUs.

Claim 23 (original): The method according to claim 22 and wherein the unregistering comprises secure unregistering utilizing a public key authentication scheme.

Claim 24 (original): A content control method comprising:  
    associating an entitlement with a content item identifier;  
    embedding the entitlement in an article;  
    sending the entitlement from the article to a content display unit  
(CDU); and  
    displaying a content item associated with the content item identifier  
on the CDU.

Claim 25 (original): The method according to claim 24 and wherein the sending  
the entitlement from the article comprises secure sending.

Claim 26 (original): The method according to claim 25 and wherein the  
displaying comprises:

    locating the content item to be displayed based, at least in part, on  
location information comprised in the content item identifier.

Claim 27 (original): The method according to claim 26 and wherein the locating  
comprises:

    locating the content item to be displayed via remote network access.

Claim 28 (original): The method according to claim 27 and wherein the remote  
network access comprises World Wide Web (WWW) access.

Claim 29 (currently amended): The method according to ~~any of claim~~[[s]] 24  
[[ - 28]] and wherein the entitlement comprises content item network location  
information for determining a location of the content item on the remote network.

Claim 30 (original): The method according to claim 24 and wherein the sending  
comprises:

    sending the entitlement to the CDU using a wireless communication  
protocol.

Claim 31 (original): The method according to claim 24 and wherein the sending comprises:

sending the entitlement to the CDU using a wired communication protocol.

Claim 32 (original): The method according to claim 24 and wherein the sending comprises:

sending the entitlement to the CDU upon receipt of an instruction from a user.

Claim 33 (original): The method according to claim 24 and wherein the sending comprises:

querying the user to authorize transfer of the entitlement to the CDU; and

sending the entitlement to the CDU only if the user authorizes the transfer.

Claim 34 (original): The method according to claim 33 and wherein the sending from the article also comprises:

verifying that the CDU is able to display the content item associated with the entitlement; and

performing the sending only upon receipt of a positive answer to the verifying.

Claim 35 (original): The method according to claim 24 and wherein the sending comprises:

verifying that the CDU is able to display the content item associated with the entitlement;

based on result of the verifying, querying the user to authorize transfer of the entitlement to the CDU; and

performing the sending only upon receipt of a positive answer to the querying.

Claim 36 (currently amended): The method according to ~~either~~ claim 34 ~~or~~  
~~claim 35~~ and wherein the verifying comprises the article polling the CDU.

Claim 37 (currently amended): The method according to ~~either~~ claim 34 ~~or~~  
~~claim 35~~ and wherein the verifying comprises the CDU polling the article.

Claim 38 (original): The method according to claim 24 and wherein the  
entitlement comprises a disabled entitlement.

Claim 39 (original): The method according to claim 38 and also comprising:  
sending an enabling message to the article, thereby enabling the  
disabled entitlement.

Claim 40 (original): The method according to claim 39 and wherein the sending  
an enabling message to the article comprises secure sending.

Claim 41 (original): The method according to claim 40 and wherein the sending  
an enabling message is performed after an enabling action is performed.

Claim 42 (original): The method according to claim 41 and wherein the enabling  
action comprises sending a securely signed message.

Claim 43 (original): The method according to claim 42 and wherein the message  
is sent using a wireless communication protocol.

Claim 44 (original): The method according to claim 42 and wherein the message  
is sent using a wired communication protocol.

Claim 45 (currently amended): The method according to ~~any of~~ claim[[s]] 38  
[[- 44]] and wherein the entitlement comprises an inactive entitlement.

Claim 46 (original): The method according to claim 45 and also comprising:  
activating the inactive entitlement.

Claim 47 (original): The method according to claim 46 and wherein the activating comprises actuating and / or de-actuating an actuator.

Claim 48 (original): The method according to claim 46 and wherein the activating comprises opening a container.

Claim 49 (currently amended): The method according to claim ~~[[41]]~~ 46 and wherein the activating is triggered by heating a heat sensor.

Claim 50 (original): The method according to claim 49 and wherein the heating comprises heating the heat sensor with body heat.

Claim 51 (currently amended): The method according to ~~any of claim~~~~[[s]]~~ 46 ~~[[ - 50]]~~ and also comprising:  
de-activating the entitlement.

Claim 52 (original): The method according to claim 24 and also comprising:  
disabling the entitlement after the sending to the CDU.

Claim 53 (original): The method according to claim 24 and also comprising:  
not disabling the entitlement after the sending to the CDU.

Claim 54 (original): The method according to claim 53 and also comprising:  
altering the entitlement after the sending to the CDU.

Claim 55 (original): The method according to claim 54 and wherein the entitlement comprises an entitlement value, and  
the altering comprises reducing the entitlement value.

Claim 56 (original): The method according to claim 24 and wherein:  
the content item comprises a series of content items; and

the entitlement comprises an entitlement to at least one member of the series of content items.

Claim 57 (original): The method according to claim 24 and wherein the displaying comprises:

displaying the content on the CDU exactly once.

Claim 58 (original): The method according to claim 57 and wherein:

the CDU comprises a plurality of CDUs and the displaying comprises displaying the content on one of the plurality of CDUs exactly once.

Claim 59 (original): The method according to claim 24 and also comprising:

displaying the content on the CDU only during a display time period.

Claim 60 (original): The method according to claim 24 and also comprising:

associating the displaying of the content on the CDU with a personal domain.

Claim 61 (original): The method according to claim 24 and wherein the CDU comprises at least one of the following:

a domain identification name;  
a domain identification number; and  
a domain key.

Claim 62 (currently amended): The method according to ~~either~~ claim 60 ~~or claim 61~~ and also comprising:

associating the entitlement with the personal domain at the time of the sending.

Claim 63 (currently amended): The method according to claim[[s]] 24 and also comprising:

aggregating of entitlements by a first user.

Claim 64 (original): The method according to claim 63 and also comprising:  
trading of entitlements between the first user and a second user.

Claim 65 (currently amended): The method according to ~~either~~ claim 63 ~~or~~  
~~claim 64~~ and also comprising:  
selling entitlements from the first user to the second user.

Claim 66 (original): The method according to claim 63 and also comprising:  
loaning entitlements by the first user to the second user.

Claim 67 (original): An object comprising:  
an entitlement store storing an entitlement associated with a content  
item; and  
a communication unit operative to receive the entitlement from the  
entitlement store and send the entitlement to a display unit.

Claim 68 (original): The object according to claim 67 and wherein the  
communication unit is operative to securely send the entitlement to the display  
unit.

Claim 69 (original): The object according to claim 67 and wherein the display  
unit is external to the object.

Claim 70 (original): The object according to claim 67 and also comprising:  
a content display unit (CDU) operative to receive the entitlement,  
the CDU comprising the display unit.

Claim 71 (currently amended): The object according to ~~any of~~ claim[[s]] 67  
[[ - 70]] and also comprising:  
an entitlement enablement receiving unit.

Claim 72 (original): An advertisement identification message (AIM) distribution terminal comprising:

- an AIM receiver operative to receive at least one AIM from an AIM distributing authority;

- an AIM storage unit for storing the at least one received AIM; and

- an AIM dispenser operative to dispense the at least one AIM to a mobile device operative to receive AIMs.

Claim 73 (original): A mobile device comprising:

- an advertisement identification message (AIM) receiver for receiving at least one AIM from an AIM source external to the mobile device;

- an AIM storage unit for storing the at least one received AIM; and

- an AIM sender for sending the at least one stored AIM to a content display unit (CDU) external to the mobile device.

Claim 74 (original): The mobile device according to claim 73 and wherein the AIM sender is operative to securely send the at least one stored AIM to the CDU.

Claim 75 (currently amended): The mobile device according to ~~either~~ claim 73 ~~or claim 74~~ and wherein the at least one AIM comprises a plurality of AIMs.

Claim 76 (original): The mobile device according to claim 73 and wherein the AIM source external to the mobile device comprises a plurality of AIM sources external to the mobile device.

Claim 77 (original): A content display unit (CDU) comprising:

- an advertisement identification message (AIM) receiver for receiving at least one AIM from a mobile device;

- an AIM storage unit for storing the at least one received AIM;

- a content item selector for selecting at least one content item from among a plurality of content items based, at least in part, on at least one AIM stored in the AIM storage unit; and

- a display for displaying the selected content item.

Claim 78 (original): The CDU according to claim 77 and whereby the plurality of content items is delivered to the CDU in a plurality of data streams comprising content items.

Claim 79 (currently amended): The CDU according to ~~either~~ claim 77 ~~or claim 78~~ and whereby the plurality of content items is stored on storage media comprised in the CDU.

Claim 80 (original): The CDU according to claim 77 and wherein the CDU chooses content items for display based, at least in part, on received metadata.

Claim 81 (original): The CDU according to claim 77 and wherein the CDU periodically sends an AIM usage report to an AIM distributing authority.

Claim 82 (original): The CDU according to claim 81 and wherein the AIM usage report comprises at least one of the following:

- at least one AIM received by the CDU; and
- at least one advertisement point used by the CDU.

Claim 83 (original): The CDU according to claim 77 and wherein the CDU periodically reports content item usage to the AIM distributing authority.

Claim 84 (original): The CDU according to claim 77 and wherein the CDU is activated at the time of purchase.

Claim 85 (original): A content item selection method comprising:

- accumulating content item display points for each of a plurality of display point categories; and
- choosing a content item for display based, at least in part, on a comparison between a point total for one of the display point categories and a category associated with the content item.

Claim 86 (original): The method according to claim 85 and wherein the accumulating comprises:

- receiving at least one advertisement identification message (AIM) comprising content item display points associated with a display point category; and

- storing the content item display points comprised in the AIM in accordance with the display point category.

Claim 87 (original): The method according to claim 86 and wherein the receiving comprises:

- distinguishing between AIMS received from a sender who is registered and AIMS received from a sender who is not registered.

Claim 88 (original): The method according to claim 87 and wherein the receiving also comprises:

- ignoring the AIMS received from the sender who is not registered.

Claim 89 (original): A content identification message comprising:

- a quantity of points redeemable for content; and

- metadata comprising:

- a content category identifier identifying a category to which the content belongs; and

- at least one of the following:

- a distributing entity identifier identifying an entity which distributed the content identification message;

- a time stamp identifying a time when the content identification message was distributed;

- a basis for distribution identifier identifying a basis for distributing the content identification message; and

- a location-of-distribution identifier identifying the location of the entity which distributed the content identification message.

Claim 90 (original): The content identification message according to claim 89 and wherein the content comprises an advertisement.

Claim 91 (original): The content identification message according to claim 89 and wherein the content comprises at least one of the following:

- music;
- a music video;
- an interactive game; and
- video content.

Claim 92 (original): An advertising control system comprising:

- an advertisement identification message (AIM) receiver comprised in a first mobile device, the AIM receiver receiving an AIM;

- an AIM sender comprised in the first mobile device, the AIM sender sending the AIM to a content display unit (CDU);

- an AIM storage unit comprised in the CDU, the AIM storage unit being operative to store the AIM received from the first mobile device;

- a content item selector comprised in the CDU, the content item selector being operative to select at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored in the CDU; and

- a display comprised in the CDU, the display being operative to display the selected content item.

Claim 93 (original): Apparatus for content control comprising:

- an entitlement associating unit associating an entitlement with a content item identifier;

- an entitlement embedding unit embedding the entitlement in an article;

- an entitlement sender sending the entitlement from the article to a content display unit (CDU); and

- a display operative to display the content item associated with the content item identifier on the CDU.

Claim 94 (original): A content distribution method comprising:

storing an entitlement associated with a content item in an entitlement store;

receiving the entitlement from the entitlement store at a communication unit; and

sending the entitlement from the communication unit to a display unit.

Claim 95 (original): An advertisement identification message (AIM) distribution method comprising:

receiving at least one AIM from an AIM distributing authority;

storing the at least one received AIM; and

dispensing the at least one AIM to a mobile device operative to receive AIMs.

Claim 96 (original): An advertisement identification message (AIM) distribution method comprising:

receiving at least one AIM from an AIM source external to a mobile device;

storing the at least one received AIM; and

sending the at least one stored AIM to a content display unit (CDU) external to the mobile device.

Claim 97 (original): A content display method comprising:

receiving at least one advertisement identification message (AIM) from a mobile device;

storing the at least one received AIM;

selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM; and

displaying the selected content item.

Claim 98 (original): Apparatus for content item selection comprising:

a store for accumulating content item display points for each of a plurality of display point categories; and

a content item selection unit operative to choose a content item for display based, at least in part, on a comparison between a point total for one of the display point categories and a category associated with the content item.

Claim 99: (new) The method according to claim 9 and also comprising:  
sending at least one AIM from the first mobile device registered on the CDU when the mobile device is in the proximity of the CDU.

Claim 100 (new): The method according to claim 99 and wherein the sending the at least one AIM from the first mobile device registered on the CDU comprises secure sending.

Claim 101 (new): The method according to claim 21 and wherein the unregistering comprises secure unregistering utilizing a public key authentication scheme.

Claim 102 (new): The method according to claim 35 and wherein the verifying comprises the article polling the CDU.

Claim 103 (new): The method according to claim 35 and wherein the verifying comprises the CDU polling the article.

Claim 104 (new): The method according to claim 61 and also comprising:  
associating the displaying of the content on the CDU with a personal domain, and  
associating the entitlement with the personal domain at the time of the sending.

Claim 105 (new): An object comprising:  
entitlement storage means for storing an entitlement associated with a content item; and

entitlement receiving means for receiving the entitlement from the entitlement store and send the entitlement to a display unit.

Claim 106 (new): An advertisement identification message (AIM) distribution terminal comprising:

AIM receiving means for receiving at least one AIM from an AIM distributing authority;

AIM storage means for storing the at least one received AIM; and

AIM dispensing means for dispensing the at least one AIM to a mobile device operative to receive AIMs.

Claim 107 (new): A mobile device comprising:

advertisement identification message (AIM) receiving means for receiving at least one AIM from an AIM source external to the mobile device;

AIM storage means for storing the at least one received AIM; and

AIM sending means for sending the at least one stored AIM to a content display unit (CDU) external to the mobile device.

Claim 108 (new): A content display unit comprising:

advertisement identification message (AIM) receiving means for receiving at least one AIM from a mobile device;

AIM storage means for storing the at least one received AIM;

content item selection means for selecting at least one content item from among a plurality of content items based, at least in part, on at least one AIM stored in the AIM storage unit; and

content displaying means for displaying the selected content item.

Claim 109 (new): A content identification message comprising:

a quantity of points redeemable for content; and

metadata comprising:

means for identifying a category to which the content belongs; and

at least one of the following:

means for identifying the entity which distributed the content identification message;

means for identifying the time when the content identification message was distributed;

means for identifying the basis for distributing the content identification message; and

means for identifying the location of the entity which distributed the content identification message.

Claim 110 (new): An advertising control system comprising:

advertisement identification message (AIM) receiving means comprised in a first mobile device;

AIM sending means comprised in the first mobile device, the AIM sending means sending the AIM to a content display unit (CDU);

AIM storage means comprised in the CDU, for storing the AIM received from the first mobile device;

content item selection means comprised in the CDU, for selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored in the AIM storage means; and

content displaying means comprised in the CDU, for displaying the selected content item.

Claim 111 (new): Apparatus for content control comprising:

entitlement associating means for associating entitlement means with a content item identifier;

entitlement embedding means for embedding entitlement means in an article;

entitlement sending means for sending entitlement means from the article to a content displaying means; and

displaying means for displaying the content item associated with the content item identifier on the content displaying means.

Claim 112 (new): Apparatus for content item selection comprising:

accumulation means for accumulating content item display points for each of a plurality of display point categories; and

content item selection means for choosing a content item for display based, at least in part, on a comparison between a point total for one of the display point categories and a category associated with the content item.